

**Interim Designation of Agent to Receive Notification
of Claimed Infringement**

Full Legal Name of Service Provider: Insite Advertising, Inc.

Alternative Name(s) of Service Provider (including all names under which the service provider is doing business): www.1stchoicemarketing.com
www.insiteadvertising.com
www.onsitepromo.com

Address of Service Provider: 410 Alloy Inc 151 W. 26th St 11th Fl NY, NY 10001

Name of Agent Designated to Receive
Notification of Claimed Infringement: Gina DiGioia

Full Address of Designated Agent to which Notification Should be Sent (a P.O. Box or similar designation is not acceptable except where it is the only address that can be used in the geographic location):

410 Alloy Inc 151 W. 26th St 11th Fl NY, NY 10001

Telephone Number of Designated Agent: 212-244-4307

Facsimile Number of Designated Agent: 212-244-4311

Email Address of Designated Agent: ginad@alloy.com

Signature of Officer or Representative of the Designating Service Provider:

Date: 1/7/2005

Typed or Printed Name and Title: Gina DiGioia
VPI General Counsel

**Note: This Interim Designation Must be Accompanied by a \$30 Filing Fee
Made Payable to the Register of Copyrights.**

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RECEIVED

JAN 11 2005

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